GOVERNMENT OF ANDHRA PRADESH ABSTRACT

Sports – Approval of "Andhra Pradesh Sports Policy 2017-22" to develop a sports culture for promoting participation and excellence in sports for happiness of all citizens of Andhra Pradesh – Revised Orders – Issued.

YOUTH ADVANCEMENT TOURISM & CULTURE (Sports&YS) DEPARTMENT

G.O.Ms.No: 8 **Dated : 24.05.2017**

Read the following:

1. G.O.Ms.No: 84, YAT&C (Sports) Dept., dated : 04.05.2000.
2. Minutes of the meeting held by Hon'ble CM on sports on 27.10.2016.
3. G.O.Ms.No: 3, YAT&C (Sports & YS) Department, Dated : 09.02.2017.
4. Council of Ministers Resolution No: 181/2017, Dated: 15.05.2017.

* * *

O R D E R :

Government vide reference 3rd read above issued orders introducing new "Andhra Pradesh Sports Policy, 2017-22". These orders are hereby rescinded as few additions have been made and since approval of Council of Ministers has been obtained vide reference 4th cited above.

2) The Sports policy in vogue in the state were issued vide G.O.Ms.No: 84, YAT&C (Sports) Dept., dated: 04-05-2000. There were some definite gains by implementation of this policy across the State. This policy enabled spotting the talent, nurturing of identified talent and supporting participation in National and International events and thereby produce medal winners at National and International levels. In several district headquarters, infrastructure was given a boost tapping both Central and State funds. Many sport - icons were produced from the year 2000, in the undivided State of Andhra Pradesh. Under the AP Reorganisation Act 2014, the State of AP was bifurcated in June 2014. AP State has been put to immense loss due to bifurcation. World-class infrastructure to host to train, to exhibit talent is remaining in Telangana State. The Government is aware that athletes of Andhra Pradesh are today in urgent need of such infrastructure and training facilities.

3) There have been many sweeping changes in implementation of Long Term Athlete Development (LTAD) programmes across the globe. More sophisticated equipment has come to play a role in training and in performance. Sport science has come to prevail in the thinking of sports bodies as a necessary tool to enhance performance. There is, today, a greater level of willingness and keenness on the part of private players to invest and get involved in conduct of competitions and building of modern play facilities. Taking note of all these changes, Govt. of Andhra Pradesh had initiated preparation of a new sports policy. The earliest consultation process in this direction was held in Acharya Nagarjuna University on 20th February, 2015 for development of a new sports policy. Several rounds of such discussions have evoked keen interest and participation from various quarters.

4) In a meeting with all concerned, Hon'ble Chief Minister reviewed the draft sports policy on 27th October, 2016 and made some suggestions. Hon'ble CM desired that a stakeholders meeting be conducted to finally wrap-up this effort. On 7th December, 2016, in the immediate presence of Secretary (Sports), Government of India, the stakeholders' meeting was conducted at Amaravati. Several suggestions which were articulated during this stakeholders meeting, were addressed, discussed and disposed. The final draft was circulated for approval to Government by the Vice Chairman & Managing Director, Sports Authority of Andhra Pradesh. The Council of Ministers in their meeting held on 15.05.2017 had approved the Andhra Pradesh Sports

(P.T.O)

Policy, 2017-2022. The same was taken to the Council of Ministers for approval by the department. Approval of Council was obtained vide reference 4th cited.

5) The Government, after careful consideration and detailed examination of several issues connected to the area of sports involved in the sports policy, having obtained the suggestions of various stakeholders, hereby approve the Andhra Pradesh Sports Policy 2017-22, to develop a sports culture for promoting increased participation and for excellence in sports for all citizens of A.P as appended as Annexure-A to this order, replacing the existing Sports Policy issued vide G.O. first read above.

6) The AP Sports Policy will come into operation from the date of issue of this order and shall remain in force upto 31st March, 2022.

7) The Vice Chairman & Managing Director, sports Authority of Andhra Pradesh, Vijayawada shall take necessary action, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

L.V.SUBRAHMANYAM
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
All the Special Chief Secretaries / Principal Secretaries /
Secretaries to Government.
All the Heads of Department
All the District Collectors in the State
The Vice Chairman and Managing Director,
Sports Authority of Andhra Pradesh, Vijayawada.
The Special Commissioner of Youth Services, A.P.,
The Commissioner & Director of School Education, A.P.
The Commissioner of PR, AP
The Secretaries of APSWREIS / APREIS / APTWREIS
The Scool Education Dept.
The MA & UD Dept.
The PR & RD(PR) Dept.
The Finance Dept.

Copy to :

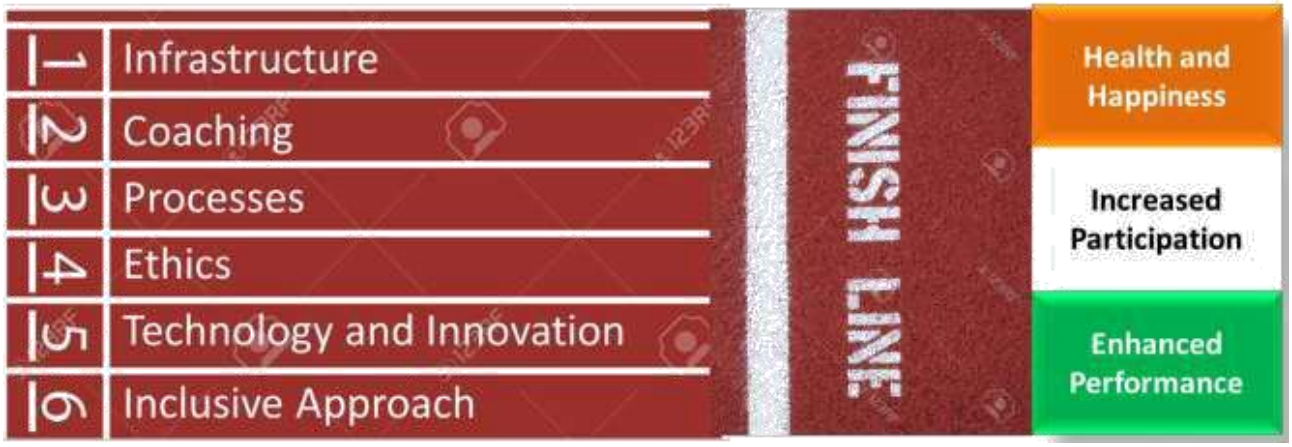
The AG, A.P., Hyderabad.
The PS to Prl.Secy to Hon'ble CM.
The PS to Addl.secretary to Hon,ble CM.
The OSD to Hon'ble Minister for Sports & Youth Services.
The PS to Chief Secretary to Govt.
The PS to Spl.CS (YS&S).
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER

Andhra Pradesh - Sports Policy 2017-22

'Right to Play, Perform and Peak for every Citizen'



Department of Youth Affairs and Sports

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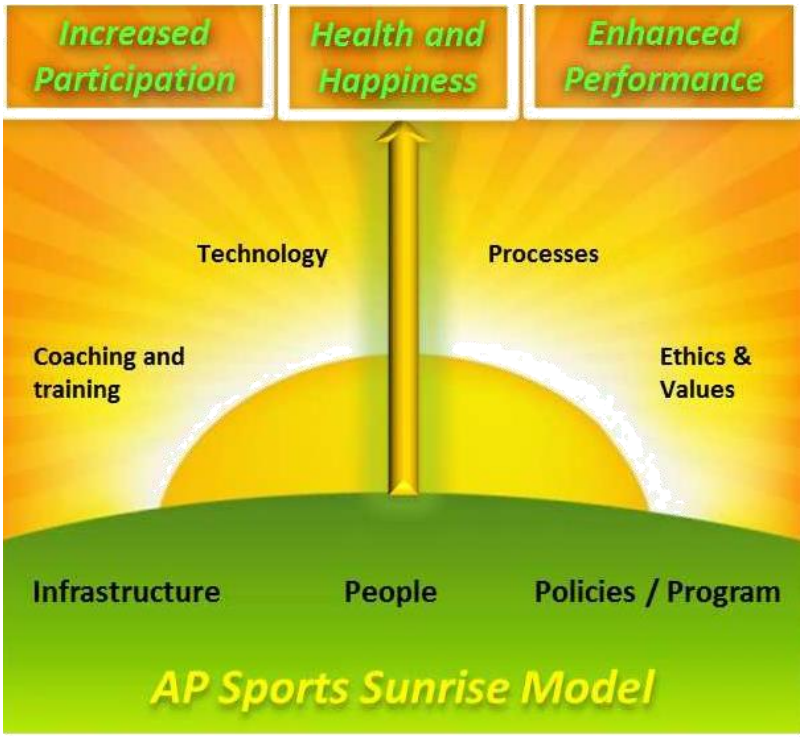
1. Preamble

We, the citizens of a great nation, are now at the cusp of a transformational change in the area of sports. Economic reforms of 90s have triggered phenomenal changes in income levels and aspirations of people in the country. These reforms have paved way for better appreciation for leisure and recreation. Increased international travel and improved avenues for foreign direct investment in country, adoption and application of technology all aspects of life in the country have all signalled the rise of aspirations for improved performance in every sphere of life. The surge in public expectations of our athletes' performance and visible signs of disappointment at Rio Olympics has, in fact, fuelled national debate on most appropriate step forward. The Prime Minister of the Nation has called for greater attention to improved performance in Olympics 2020, 2024 and 2028 and has constituted Task Force Committee for preparing action plan for next three Olympic Games 2020, 2024 and 2028. In any such endeavour of the nation, as outlined by honourable Prime Minister, individual states have a significant role. Improved attention at state level will surely contribute to better performance in international events including Olympics. Sri N Chandra Babu Naidu, Chief Minister of AP, is considered a pioneer in the country in identifying and laying down path for such success as he did before in 2000. However, with passage of time and with our abilities to learn from global best practices, the Govt of AP is now embarking on a new Sports Policy adopting and adding some correctives to the existing Sports Policy, which had been adopted by Sri N Chandra Babu Naidu in 2000. Five core principles of –
Inclusion of All, Ethics and Values, Sustainable development, Systemic process driven excellence and collaborative programs have guided in shaping this vision. These principles are guiding the policy towards the avowed objectives of SwarnaAndhra Vision 2029 of the state of Andhra Pradesh.

This policy outlines the need for adoption of an **'AP State Sports Sunrise Model'** and intends to make this an example for entire nation to emulate to improve participation and thereby enhance performance. The Sunrise model is focused not only on Infrastructure Development across 175 Assembly constituencies of the state but also on supporting this infrastructure with right set of people (Coaches, Support Staff) and processes using suitable technological tools. In the process of framing this policy all 3 key segments have been considered in the state:

- All Children in the State of AP
- Elite or Competitive Athletes
- All other Citizens of AP

All the developmental efforts and programmes outlined in this policy are targeted towards all these 3 segments. Also, the departments of Education, Panchayat Raj, Health, Municipal Administration, and Sports will collaborate to create and execute programs outlined and envisaged in this policy.



We invite people of the State to play their roles outlined in this policy and provide their collaborative support in fulfilment of this vision. Through their active involvement in implementation of this policy, all the citizens in this state are guaranteeing for themselves a healthy and a happy life. The government of Andhra Pradesh desires to enable surely each citizen to move up on a Happiness Index to lead a cherished life. This goal of scaling happiness index for every citizen of the state is the hall-mark of this policy.

2. Lessons Learnt

The current sports policy of the State of Andhra Pradesh dates back to year 2000, when it was unveiled and adopted during the tenure of Sri Nara Chandra Babu Naidu. There have been many achievements since the policy was unveiled, a few notables are as follow:

- Undertaking Sports Infrastructure at District Headquarters consisting of a 400 metres athletic track, indoor play facilities and a swimming pool.
- The State of Andhra Pradesh was the host to 32nd National games in year 2002 which was 2nd year of the adoption of the state sports policy and to date, these games are considered best games ever done in India.
- Andhra Pradesh was the top state in 2002 National games with 94 gold medals; which is in line with performance of host states from the past trends. State's performance has been inconsistent afterwards owing to various reasons.

- Overall Sports participation of the State of Andhra Pradesh has improved at School, University and National level.
- State has been fortunate to produce a few world class athletes in varied Sports – Karnam Malleshwari, Pullela Gopichand, VVS Laxman, Sania Mirza, Koneru Humpy, S. Geetha, J.J. Shobha, P. Hari Krishna, Mithali Raj, Saina Nehwal, P. Shankar, Gagan Narang, Mukesh Kumar, MSK Prasad, Dronavalli Harika, P. Kashyap, and Rio Olympic silver medallist P.V. Sindhu. State feels proud to be linked with such athletes who are pride of the whole country. State has shown its appreciation in arranging grand receptions announcing awards and incentives to these icons.
- The state has been able to promote some sports which were 'forgotten' and produced national / international players in them; Chess being a notable one. Few other sports like Kabaddi, Kho-Kho and roller-skating received support.

With the changes seen in the performance in competitive sports, use of new tools in coaching, challenges in public health, increased attention afforded to preventive health care, explosion in communication (within and outside country) and cross-country comparisons in performance have all been considered in bringing this new Sports Policy by state of Andhra Pradesh.

The State of AP aspires and has a vision to develop a sports culture that celebrates and promotes participation and excellence in sports for all citizens of AP. The bifurcation of the State of Andhra Pradesh into State of AP and State of Telangana presents an opportunity to embark on a new journey with new goals and inclusive philosophy.

3. Paradigm Shift

Creating a sports culture or nurturing the talent at grass root or a 'Top 10' finish in Olympics requires paradigm shift. If we have to become a genuine sporting nation, we need to treat sport as a long-term project. This will require huge investment-not just money, but also investment in knowledge, infrastructure and technical expertise. We need to invest in developing world class coaches and centres to nurture excellence in sports. Honourable CM desires to make AP a knowledge hub and ushered in 'SwarnaAndhra Vision' 2029, which envisages the state to be one of the three best developed states in India by 2022 and best in country by 2029. This vision is giving fillip to this paradigm shift where investments will be directed coinciding with different stages of achievement. In the early cycle, investment will go to creation of physical infrastructure and installation of play equipment. As popularity and partnership rise, the state will endeavour to bring in investments to cater to human resources development, setting-up of Sports Science centres, setting up of high performance centres with advanced sports equipment, creation of state of the art 'Centre for sports Injury Management and Recovery' – all contributing to 'SwarnaAndhra Vision 2029' when the state would have 60% of the population participating in physical training and sports, thus accomplishing their goal for happiness.

There is a need to understand that sport is not just about elite athletes who have done well, driven by their passion and dreams. When we talk about re-engineering our sporting system, we usually talk only about athletes. But there needs to be a larger, holistic change in our society. To evolve as a sporting nation, we must embrace sports as a preferred social activity. Families need to be able to play in every small town and village. We need to build a sports culture, where people play for fun and develop a love for the game. This will only come if we build enough facilities for the public. Only when more people will play, the pool of elite athletes- the best, which rise to the top, will grow exponentially. This pinnacle of growth is coinciding with 'SwarnaAndhra Vision of 2029'.

While broadening the base will enhance the numbers of citizens participating in sports, it is equally important to create a system that addresses the learning needs and motivations of the playing population. To address this at global level, holistic frameworks like 'Long Term Athlete Development (LTAD)' have been developed and implemented. It is equally relevant for the state to look at creating state and sports specific LTADs based on learning of global ones. This framework should address aspects like training requirements, physical and mental development needs, tournament/competition structure and accessibility to infrastructure and career pathway for each individual.

Currently, the excellence in Sports is based on unearthing of raw talent and their performance at highest level. Rather than a chance-based excellence, it is imperative to bring the knowledge of Sports Science in holistic development of athletes from younger ages. While bringing best of knowledge from across the world, it is equally important to develop AP-specific Sports Science Knowledge that takes cognizance of variables like history, native sports, natural and human resources, development and conditioning, socio-economic culture and other relevant factors.

Very usually, Sports has been appreciated from the perspective of winning medals in National and International events. It is significant that in those countries with highest sports participation, human development and happiness were noticed to be very high. Hence, it becomes relevant today to broaden the approach and image of Sports to make it more inclusive for all citizens of the state. Inclusive approach ensures regular participation from all age groups, all income segments and all interest groups. While taking the path of this Inclusive approach, equal opportunities have to be given to specially-abled people as well. Further, it is important that participation in sports and physical activities should be a preferred option by all people to attain happiness.

The Sports system also needs to relook at process and systems with advent and adoption of technology in the society. Technology can be a huge enabler that can help to bring efficiency, effectiveness, transparency and increase trust in the Sports ecosystem.

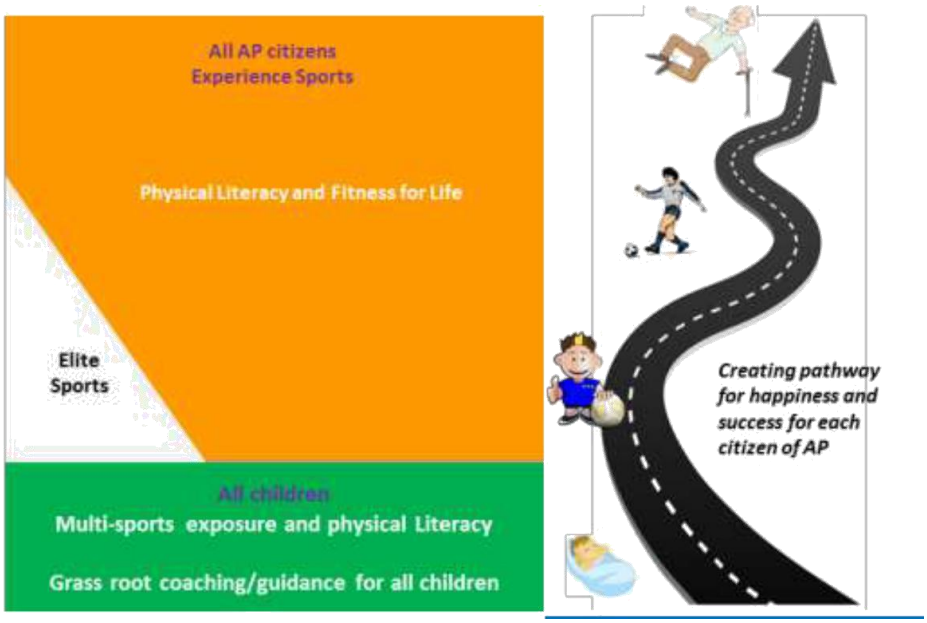
To support sporting ecosystem, coaching is the back bone. Coaching system and processes are paramount to enable the paradigm shift requirements explained above. Coaches are required at all levels (grass root, intermediate, and elite) to enable sports participants in their pathways. Elite coaches' contribution is recognised in terms of athletes' performance in National/International events. However, role and contribution of other two levels of coaches are not recognised. There is a need to look at coach development and incentivization across levels. Additionally, training and development through regular refreshers need to be established to improve quality at all levels.

Sports ethics is the underpinning fundamental of Sports. With competition getting harder every day, sports journey of stakeholders is requiring decision-making around ethical/unethical stance in order to achieve success. Correct age declarations, recent doping cases and ethical questions on operations have triggered the need to look at Sports ethics and establish best practices for future.

4. Policy Vision

"To develop a sports culture that celebrates and promotes participation and excellence in sports for all citizens of AP"

Implicit in the vision is the notion that AP is a new state where all citizens can pursue sport to the extent of their abilities and interests, including performing at the highest competitive levels; and where sport delivers benefits, for increasing numbers, to promoting one's health and well-being, contributes to Socio-economic outcomes and creates pathways to meet happiness in life. Policy thus envisages having a better quality and accessibility to sports experience for all citizens.



5. Core Principles

1) Acknowledges that physical education along with recreational, competitive and high performance sport should be developed simultaneously as they complement each other.

2) Embrace competitive, recreational and community sport at all levels.

3) Affirms sport as an integral part of our culture and economy deserving the same level of recognition, respect and encouragement as is accorded to other basic social and economic programmes; and

4) Recognises that sport is a powerful unifying force that serves to promote healthy competition, goodwill, tolerance, good physical, intellectual and moral qualities and strengthens the discipline of our people.

5) To create Sports culture as a long term project by investing in Knowledge, infrastructure and technical expertise.

6) Lays emphasis on creation of physical infrastructure, providing sports equipment, setting up of Sports Science centres, High Performance Training Academies, Community Sports centres, Regional Sports Academies to bring excellence

7) Affirms that sport and recreational activities foster a healthy lifestyle, and keeping youth away from tobacco, alcoholism, drugs and anti-social activities.

8) Involves local communities for improving their health, providing employment, physical education, overall welfare, free skills training and to meeting of social needs.

9) Uses holistic approaches like Long Term Athlete Development (LTAD) programme to increase exposure to sports; to improve physical and mental health of children and youth.

10) Additionally, training and development through regular refreshers to be established to improve quality at all levels.

Core Principles

To achieve vision Policy outlined in 5 core principles have been defined. These principles will become guiding force during the policy implementation.

- **Inclusion of All**
  - Accessibility and equal opportunity for whole society
  - Care for specially-abled people
  - Giving every citizen a 'right to play and perform'

- **Sustainable Development**
  - Development and utilization of resources (Infrastructure, Physical Education, Coaches, athletes, support staff, administrators, technology, events and others) in an efficient, effective and self-sustaining mode
  - Encourage all practices that promote good health and prevent diseases
  - A model that invigorates from village level to the top.

- **System Driven Excellence**
  - Designing of robust system and processes where specific knowledge of AP is the core, driven to excel with global performance levels.
  - Excellence nurtured locally and avenues for up-skilling clearly provided in public and private facilities.

- **Collaborative Efforts**
  - Collaborative efforts are essential with departments like education (School and Higher), Youth Affairs, Health, Panchayat Raj, Urban development, Public sector undertaking, Private sector and other Non-governmental organizations to design holistic solutions.

- **Ethics and Values**
    - Promoting and implementing strong sports ethics and practices
    - Leveraging digital technology and sports science to implement robust processes in selection, training and evaluation of performance.
    - Using sports as a tool to promote human excellence and values
    - Adherence to this will be undertaken in collaboration with Sports Associations and sports bodies

6. Policy Framework

As detailed in Section on "Paradigm Shift", State has defined Policy keeping in mind three key variables:

- **Geographical Factors**– Village, Mandal, Municipal council, District, Assembly Constituency
- **Demographics** – Children, Adults, Senior Citizens, Specially-abled
- **Stages of Learning** – Grass root level physical education/physical literacy, Recreational coaching and professional coaching

Right to play and Right to perform and achieve one's potential is a basic right for every citizen (especially children). Hence, a big thrust is proposed to be given to stages of learning as iterated in point 3 above. Refer ***Annexure 2*** for detailed mapping of Infra, demographic and learning stage.

In every Gram Panchayat a play field will be developed with an outlay Rs.5.00 lakhs with MGNREGA funds. The play fields will be in Zilla Parishad high schools, Government schools, Government residential hostels, Government lands adjacent to government schools. The state will seek to work closely with National Playing Field Association of India (NPFAI) to protect and promote the play fields of the state. Every gram panchayat will be endowed with this play field.

Kreeda Vikas Kendras (KVKs) are targeted to be created in each Assembly constituency (total 175) within 2 years. Subsequently, KVKs will be created at each Mandal and Gram Panchayat level in a phased manner coinciding with 'SwarnaAndhra' vision of 2029. Citizens of AP can also use existing Sports Infrastructure in educational institutions, private bodies, municipal/village grounds and others in order to make sports as part of life. Refer ***Annexure 1&2*** for community sports details.

Sports, Education and Health departments will collaboratively develop a Physical Literacy and Sports Development based curriculum, which will be made mandatory part of Education System in Schools and in Higher Education. State will endeavour to make Sports and Physical literacy as an integral part of education system. In all schools, recommendation is to have minimum one period daily for Sports and Physical literacy. State intends to provide a playing area to every school kid in the school by 2020. Also, it is mandated for each kid to participate in one sport/physical

literacy event on a yearly basis. Collaborative programs will be developed with School and higher education to create sports coaching centres in their premises. Also, a regular exposure to sports will be planned for all higher education students through college level leagues and making sports a regular period. Refer ***Annexure 3*** for school related details. As per need and applicability, professional people will be inducted in the department for effective implementation of the policy.

Reservations for sports persons in admissions and employment

To encourage sports persons, reservations shall be put in place for admissions in academic institutions and all category of jobs in Government Departments, local bodies, public sector undertaking, Government institutions. The reservation percentage will be endeavoured to be 5% for admissions in academic institutions and jobs on par with GoI. In all PPP projects and private funded projects the state will endeavour to encourage engagement of sports persons by the developers.

Refer Annexure 4

7. Infrastructure

Detailed structure of each sports infrastructure is as following:

7.1 Physical Literacy and Sports Centres (KVKs – Kreeda Vikas Kendras)

175 such centres (one in each assembly constituency) are proposed to be made with an estimated cost of 2 crores each. For all these centres, technical support will be provided by SAAP and execution to be managed and done under the leadership of District Collector. Key features of KVKs are as follows:

- Standard design and cost for each KVK prepared by SAAP
- Illustrative revenue sources circulated for self-sustenance of facilities
- Execution within 6 months of start of the KVK.
- Support/guidance for training and development of Human resources
- Quarterly competitive Events and benchmarking of performance.
- Refer ***Annexure 1*** for details on KVKs

In every village there will be one Village Sports Volunteer (VSV) who will organise sports and games for the community and also impart basic training in sports and games. The VSV will be under the control of District Sports Authority. He will work at KVK or at a specified place. In a suitable manner, services of these volunteers will be evaluated and encouraged.

Refer Annexure 5

7.2 District Stadium

Each district has an existing facility created as part of Sports Policy 2000. Existing facility will be revamped as per following objectives:

- Revamp existing infrastructure for maximal utilization by community
- Focus on community engagement and self sustenance of play facilities
- Organize State and National Level Sports Competition and events
- Enable health checks and nutritional advisory

Refer ***Annexure 6*** for details on District Sports Facilities. With time, these facilities will be upgraded to get Infrastructure ready for hosting National Games in 2018/19. A progressive Public Private Partnership model will be brought in by the department to undertake this upgradation of district infrastructure.

7.3 Sports Schools as cradle for nurturing talent:

Presently, state has one sports school in Kadapa. In order to develop grass root talent in competitive sports, govt intends to create one Sports School in each district. These schools will be aligned to Priority Sports of the State. Key objectives are as follows:

- Specialized trainings from early age
- Provide best facilities and training to children
- Provide national/international exposure to children
- Prepare for Inter-Sports School competitions to bring best talent
- Special package to bring rural talent including children from specially challenged groups

The Government of Andhra Pradesh intends to have Sports Schools in all the 13 districts of the State to groom talented boys & girls to excel in all level of competitions, with proper academic training. The state shall encourage sports in selected private schools by providing coaches & equipment and entering into Long-Term programme of sports development in all these schools.

Refer Annexure 3

7.4 Sports Sciences

Sports Sciences is an important areas in developing and nurturing talent. The following branches of sports sciences will be encouraged in the state.

a)Sports Physiology,	b)Sports Medicine,	c)Sports Psychology,
d)Sports Anthropometry,	e)Sports Bio-Chemistry,	f)Sports Bio- Mechanics,
g)Sports Physiotherapists,	h)Sports Massage.	

Scientists in above disciplines will be employed in the centres of excellence and at apex centre. These scientists shall be employed on a contract basis from India or obtain their services on a contract basis from institutes like SPORTS UNIVERSITY IN COLOGNE, DHFK LEIPZIG GERMANY, AUSTRALIAN INSTITUTE OF SPORTS IN CANBERRA, AUSTRALIA etc., The above sports science disciplines shall be developed in medical colleges and universities in the State in a phased manner in collaboration with Medical & Health Department.

7.5 Academies

State proposes to open 6 regional Sports Academies (for excellence in priority sports) in the state. Initially 6 regional academies are proposed for Boys and Girls. These centres will serve as a base for all junior athletes in the state. Key objectives are as follows:

- Specialized Centres in select disciplines (Individual Sports as core)
- Scientific Assessment and Training with modern tools and equipment
- Achieve High Performance Potential
- Prepare junior athletes to adopt pathways to grow into national and international reckoning.

Refer Annexure 7 for details on Sports Academies.

7.6 Water Sports Academies

State proposes to open 4 Water Sports Academies, starting with first one at Vijayawada. Main objective is to leverage long coastal line in the state and create a world-class training centres in the State. Water Sports Infrastructure will also be used in collaboration with Tourism Dept. to promote water sports at recreational level. These identified places are at Nagayalanka in Krishna district, at Yerrakaluva in West Godavari district, Tatipudi reservoir in Vizianagaram. Infrastructure and equipment recommended by Sports Authority of India's team from Water Sports Academy will be installed for world-class training.

7.7 Sports Goods Manufacturing

The Government of Andhra Pradesh supports the manufacturing of sporting gear and apparel in A.P. The Government is committed to establishing an enabling environment to attract more investments to support a robust sport manufacturing environment.

- ❖ Encouragement for sports' goods manufacturing industry in the state by way of incentives, providing tax breaks and land.
- ❖ Potential for Creation of employment for local youth is very high in sports goods manufacturing.
- ❖ The Sports Department will co-ordinate with Departments concerned for imparting skill development for manufacturing sports goods.
- ❖ Government will guarantee purchase of certain percentage of sports good manufactured in the state.

Refer Annexure 8

7.8 Development of Sports City at Amaravati.

Planned by Andhra Pradesh Capital Region Development Authority (APCRDA) along the north western riverfront of Amaravati, the Sports City is aimed to be a dynamic waterfront attraction accommodating large stadiums, arena and event venues for international scale sporting events. The sports and recreational attractions will be supported by complimentary commercial and mixed use developments to facilitate the spectators of these venues.

Covering a land area of 1679 Ha the Sports City will provide the Amaravati Capital City with an edge within southern Indian subcontinent in the sports and recreation industry. Core activities in this city would include development of Olympics-grade Sports Stadia including but not limited to athletics stadiums, aquatic stadiums, multi-purpose stadiums, indoor sports stadiums, international cricket stadium etc., state-of-the-art Sports University, Sports Academies and gold course which will form the anchor developments.

The complementary developments would include Mixed-Use precinct with specialty residential complexes for Sports personnel, Sports Retail, Sports Specialty Healthcare Institutions, Sports Clubs, Multi-purpose Fitness Centers, Retail Entertainment-Dinning facilities and many more.

Amaravati's Sports City would encompass the following broad indicative facilities :

About the Development	Projects and opportunities	Key Statistics
▪ World class sporting infrastructure for athletics, cycling, indoor and outdoor sports and so on. ▪ Would have all infrastructure required to host regional tournaments to International games. ▪ Would serve as a hub to produce World-Class athletes for India	▪ **World-Class sports stadia**, velodrome, indoor sports area and aquatic centre etc., ▪ **Service apartments**, hotels and exclusive **sports retail.** ▪ State level **sports academy.** ▪ Sports clinics and medical centres etc.,	Proposed Land area : **~100 Hectares.** Projected Population : **3,72,815** Projected Employment : **1,51,429**

8. Coach Development

This policy fully recognizes that coaching is to be pursued in a more professional manner. The Policy seeks to establish the need for special skills in coaching(training) at school level, which is at grass root level. Coaches at this level need greater skills to impart right techniques to beginners. Therefore, there will be a constant drive to arrange refresher program for these coaches in a 'Hub and Spoke' model.

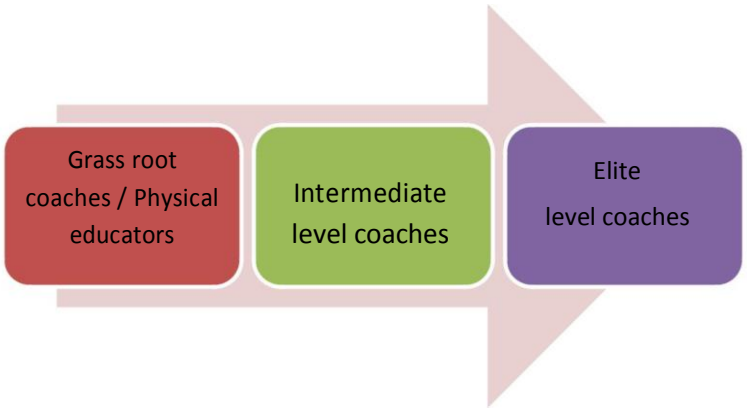
KVKs are designed to attract huge pool of talent from 3000-4000 children converging at each place. Even KVKs will popularize Physical activities and attract attention from nook and corners of the constituency. As per Incentives scheme, each KVK with maximum participation and highest performance will be rewarded annually. KVK committee will award suitably such achievements to its grass-root coaches. KVKs with reasonably good sports facilities may also start sports specific coaching as per LTAD of respective sport. In this regard, services of NGOs will also be encouraged.

All KVKs of a district will be mapped to district sports facility. District Sports facility will have intermediate level coaches with responsibilities of talent development and scouting through their respective KVKs. KVKs participants having serious sports ambitions will be transitioned to District sports facilities for specialized training. Intermediate coaches are also responsible for promotion of sports culture at District level by enhancing sports experience for recreational users. Sports Schools will also have intermediate coaches. Athletes for Sports Schools will be picked through referrals and performance at KVKs.

Elite coaches will lead coaching/training at Regional Academies and High Performance Centres. These coaches will be supported by Sports Science experts to help in maximimzing performance of athletes.

For all levels of coaches, training and refresher will be provided as per need. There will be formal awards and rewards for coaches at all levels. For high performance centres, support and rewards will be at institution level as well.

In current scenario, elite coaches whose athletes compete at highest level are only recognized and rewarded. With due credit accorded to coaches at all levels, following model has been envisaged:



For best performance in international events, performance rewards will be shared amongst all coaches, who have worked with the athlete. To attract coaching talent, long-term, well-paid and performance-linked structures will be evolved. Based on performance areas, coaches will be evaluated every year and paid incentives / bonuses as per the results.

Grass root	.....	25%
Intermediate	.....	25%
Elite level	.....	50%

The present ratio of Coaches, Physical Education Teacher & Physical Directors to sporting population in the State is as follows:

a. Coaches - 1: 6,25,000
b. PET /PD - 1: 1,500

Hence, the Government of Andhra Pradesh shall take this to the following ratio by 2022

a. Coaches - 1: 50,000
b. PET/PD - 1: 800

The Government will seek to ensure that the Coaches are covered under pension plan that is in implementation by the Government and also Medical Insurance is provided under the scheme available with the Government.

Coach Development Programs will be developed in coordination with Sports Associations/Bodies as per LTAD principles. Details of coach incentives are provided in ***Annexure 9.***

9. Athlete Incentives

In order to encourage more people to have a sports-oriented career pathway, a comprehensive athlete incentivization system will be created. Athletes will be awarded and rewarded at all levels from sub-junior to international level. Cash prizes for players will be matched with incentives adopted by Government of India. There will be sports scholarships for District, State and National level ranked players. Also, regional sports academies and sports school athletes will be provided a sports scholarship on a monthly basis. Para-sports will be provided equal incentives across all schemes.

While winning major tournaments remains a key objective, consistent performance will also be awarded. All ranked players at international, national and state level will be awarded incentives to maintain their rankings for maximum time. For international level players, financial support will be provided to arrange their trainings at best centres across the world and provide them sports science inputs. Besides, above cash incentives will be awarded by Govt., of Andhra Pradesh for outstanding achievements in Olympics and select international events on par with incentives adopted by Govt., of India.

Athletes pathways for each sport in terms of training, nutrition, competition, mental, physical and other relevant requirements will be defined in discussion with Sports Associations/bodies.

Jobs will be ear-marked for sports persons in the Govt. Priority will be given in Sports and Physical Literacy jobs. Also former sports persons with coaching degrees will be provided an opportunity to start sports enterprises or coaching academies with support of Land/loan from Govt. Re-payment process could be through interest-free process or from an assessment of quality players produced from such centres at national/international level. State is keen to leverage the experience of its Sports persons in developing future sports stars. Also efforts will be made to get ex-sportspersons working in other Govt., depts. and Public sector, back to Sports Coaching jobs through deputations and inter-departmental collaborations.

Details of Athlete incentives are provided in Annexure 9

Current sports icons, yester year athletes and coaches will be involved in creating inspiration at grass root level. This will allow for all the expertise and experience to be utilized and put to best use. Sports pension will be started to support good livelihood of former athletes.

The Government will seek to ensure that the Athletes are covered under Pension plan that is in implementation by the Government and also Medical Insurance is provided under the scheme available with the Government.

10. Sports Persons Welfare Fund

A Sports persons welfare fund will seek to establish to take care of sports persons without employment or access to permanent pension. The corpus to this fund will be from budgetary funds, cess on tobacco, alcohol, mines, contributions from pollution control board, donations from individuals, corporates etc., A committee proposed will decide the beneficiaries and the amount sanctioned. Detailed instructions will be issued in due course.

Refer Annexure 9

11. Sports Events

This Policy intends to create an effective, competitive calendar as per age groups, training needs and sports requirements in coordination with various Associations / Federations. Also, sports events / leagues will be started at amateur level in urban areas for all age-groups to provide every citizen an opportunity to play and perform. Key objectives of Sports events are as follows:

- Games at individual /team levels on regular basis (as per LTAD) at each sports centre
- CM's Cup for best district, assembly constituency, school, college, university, village for sports participation and performance
- Games at professional and amateur levels covering all age groups
- Clear guidance on tournament participation will be provided. At sub-junior and Junior levels, limited tournament exposure will be state-sponsored as more instances of burning-out are appearing. This is considered necessary. This decision will be taken as per LTAD framework for that sport. Also at this level, no kid will be allowed to play more than one tournament every quarter. SAAP will revamp tournament calendar at State level in coordination with all Sports Association/bodies.
- Urban areas amateur leagues will be initiated in popular team games.
- Recreational competitions for multiple sports will be initiated at village level.
- Each KVK should have a yearly calendar of events planned. These events can also be other events, bringing more people to KVK without affecting the play area.
- Volunteers driven initiatives (Raahgiri, Happy street, Mass Yoga etc.) will be developed with various social and volunteer groups. These events will be planned in KVKs and in towns as well.
- KVKs will also organize short sports specific camps on a regular basis to expose children to various sports, provide right guidance and map talent.

12. Sports Associations

Sports Associations / Federations / Bodies have an important role to play in development of Sports. These bodies will be provided with maximum support to conduct and participate in State, National and International level events. As per performance of athletes, these will be provided additional support in terms of extra coaches, sports science support, equipments, camps and other need based support. LTAD for each sport will be defined is discussion with them. These will also be provided grants for training and development of coaches and officials. Each association will be directed to conduct one-level higher event as per current performance of players to create aspirational value. Sports Associations will be rated every year based on performances and top three will be provided with additional funding and incentives.
All the associations have to follow International Olympic Charter and get recognition from Sports Authority of Andhra Pradesh for getting any incentive from Government.

Refer Annexure 10

13. Role of Private Sector

Govt. recognizes the potential available with private sector to improve sports culture in the state. Suitable guidelines will be issued by State in this regard. This role can be implemented in the following manner:

- **13.1 PPP model**
    - to build multi-purpose infrastructure with provision of Sports Infra with commercial areas at KVKs, District Sports facilities, sports schools, regional academies and HPC
    - to formally sponsor and support top athletes from High performance centres/regional academies/sports schools
    - to undertake activities in advocacy, mass participation and training of elite athletes.

- **13.2 Corporate Social Responsibility (CSR):**
    - State will utilize CSR funding to support development of Infrastructure, coaching, athlete development at proposed High Performance Center/Regional Academies/KVK
    - Conduct of events to popularize sports and build awareness.

14. APEX body for Sports Excellence and Physical Literacy

AP state presently has over 5091 PE teachers working in govt., schools. An equal number will be available in private schools. Sport Authority of Andhra Pradesh has 77 coaches belonging to different Disciplines-Olympics and non-Olympics. SAAP proposes to add another 100 coaches for Olympic disciplines. These 177 coaches have training needs of varying nature with varying capabilities. The state recognises the immediate need to transfer knowledge in relevant areas to these coaches at regular intervals. This state is the prime mover in launching Physical Literacy movement in the country. After a gap of four decades, these physical education trainers were drawn recently for a skill upgradation program. In future, such initiatives will be regularly drawn up by an APEX body for Sports Excellence and Physical Literacy, which will be created through the Sports Policy.

This body will bring all global experts together and work towards improvement of curriculum and teaching process in all Physical education centres, colleges and universities. This APEX body will not offer any courses initially but will work closely with National/State boards and oversee physical educational institutions to continuously improve and improvise the Physical Education curriculum, content and training. This body will identify areas for deeper research to produce suitable models for adoption. All the research programs will be rolled out in coordination with all the existing education institutions. In years to come, this apex body can transform itself into a University of Sports Science.

15. Role of Stakeholders

Stakeholder	Primary Role	Grass root level (all children)	Elite athletes	Fit for life (all citizens)
MLA	Leadership and advocacy	√		√
	Support and guidance for implementation		√	
District Collectors	Advocacy, Implementation and monitoring	√	√	√
Village Panchayats	Leadership, advocacy, support for implementation at ground level	√		√
Educational Institution	Leadership, advocacy and implementation at institution level	√		√
Sports Associations	Leadership, advocacy and implementation at sport level	√	√	√
Corporate	PPP projects, CSR funding, Support for implementation	√	√	√

Policy thereby achieves an inclusive ecosystem, where each stakeholder will collaborate to create desired impact.

16. Ethics

Sports are designed to teach ethics and sportsmanship to every participant. Policy recognizes huge impact of ethical practices in growth and development of all sports. Sports ethics guidelines will be released for each stakeholder in the eco-system. All athletes, coaches and administrators will be provided short-term courses on sports ethics. A sports ethics committee will be constituted at state-level and any complaint/improvement can be registered with them. To promote ethical practices in Sports, Sportsmanship and fair play will be formally recognized and rewarded. To address current issues of over-age, systematic programs will be run in coordination with Sports Federations /Associations /Bodies and Health department.

Government also recommends setting up of a Sports Commission, on the lines of SAI code of conduct document. Details of Sports commission will be worked out in consultation with legal and sports experts in the country.

17. Technology and Innovation

Technology is being considered as a strong tool in defining processes and dissemination of timely and correct information to key stakeholders across the state. Key features envisaged are as follows:

- Aadhar linked 'Sports' ID cards for participants, Coaches and administrators
- Athlete mapping to a sport and a coach (grass root, intermediate and elite)
- Data analytics to understand facility utlilization and foot-falls.
- Performance monitoring of coaches and athletes
- Digitizing records of coaches, athletes, facilities and all results
- To provide easy access to all information to key stake-holders through technology apps

Refer Annexure 9

18. Expected Outcomes

The following Policy outcomes are anticipated:

- Improved programming to ensure that sport is accessible, equitable and inclusive to meet the needs, motivation and interests of all participants.
- Increased participation in recreational, community and competitive sport will enhance the Happiness index of the State.
- Creation of peaceful, safer, stronger and united communities.
- Increased appreciation for the values of fair play, ethical practices, including a commitment to doping-free sport, and leadership among young people who participate in sport.
- Large number of athletes participating in more diversified sporting disciplines.

- Increased participation of all age groups will enhance health, wellness and prosperity of all.
- Excellence in research and development related to sport to facilitate innovative training methods and techniques, injury management, nutrition, healthy practices and advanced equipment designs at all levels of sport participation.
- Involvement of all the concerned departments, institutions in a cohesive & coordinated manner for creation of sports culture in majority population of the State.

Local Leadership development
Local leadership at Assembly, District, Mandal, Muncipality and village level to connect and inspire the community
Sports for All
Each citizen in state enjoying Sports and fitness activities as per capabilities and interests
SPORT FOR ALL
INCLUSION IN ACTION
Happy and Healthy Citizens of AP
Elite performance
Better performance of Elite athletes at National/International level
Larger pool of elite players
Coach Development
Structured Coach development and training programs leading to better trained participants across segments

19. Conclusion

'SwarnaAndhra Vision of 2029' is the driving force of this policy, as stated above. The state intends to be the catalyst in the growth and happiness of the citizens of the state of Andhra Pradesh. State intends to use this policy to lay pathways for its citizens to better their happiness by pursuing sports and physical training. Sheer participation will ensure greater happiness to larger numbers as the policy ensures access to play facilities for all age groups by 2029.

The present sports performance of athletes from AP does not deserve a serious mention. In National Games conducted in 2015, AP stood 18th. This policy brings out the institutional arrangement, infrastructure development and reforms in coaching, which will enable the state to be the Best Performer by 2029. In parallel, the state hopes to have at least 60% of its population engaged, interested and actively pursuing habits related to physical training and sports. 'SwarnaAndhra' vision will thus usher in more participation in elite sports with better performance in international events; and higher population showing inclination for physical activities to be happy in life. With happiness index, sports participation and performance at the core, review/assessment of this policy will be bench-marked as per 2029 vision.

The creation of the AP Sports Policy in 2000 sparked change by stimulating collaboration and strengthening the sport sector's capacity to develop athletes and deliver sport. The policy's vision inspired shared efforts in the sporting community, ultimately contributing unparalleled engagement, aspiration and passion to the process of its renewal.

The present Policy is a mature and exciting outcome of the original. It is more ambitious in its vision and goals and more reflective of the role sport plays for AP citizens. It seeks to make a paradigm shift as per need of the hour and put AP on a continuous improvement path. It seeks to strengthen the networks, resources and infrastructure of the sport system. Sport can be at the heart of community building through the deliberate engagement of all key stakeholders and in outreach to the populations they serve. To realize the goals of the Policy by 2029, commitment will be required to drive its implementation. With the collaboration and combined actions of governments and private partners at all levels – AP will achieve the Policy's vision, further affirming AP's role as a national leader in sport.

Implementation of this Policy will require focused approach and broader perspective from the State Govt. To improve Happiness index, at least 60% of population should engage in Sports (as per data from Happiest Countries like Denmark, Switzerland). With 175 KVKs, state could cover at most 2% of population. Thus, there is need for enhanced budgetary commitment coupled with strong net-working and collaboration from all quarters are required from the state for successful journey from 'Sport to Happiness Index to Swarna Andhra'.

ANNEXURES

Annexure - 1

Element	Issues/Needs	Strategies/Approaches	Supporting Structures, Tools	Comments
Philosophical principles/ underlying values	Optimising the development potential of Physical Education (PE) and sport. Creating a state sports movement. Establishing and maintaining the links between political, health, cultural, community development, educational and sport systems and structures.	Introduction of a comprehensive, systematic and curriculum driven programme of physical activity and sport within academic institutions, homes, the workplace and communities. Instilling a clearly identifiable set of cohesive and consistent values to guide human resource development approaches/strategies	State, municipality, village and community structures and programmes. Sports Authority of Andhra Pradesh	Community development is the medium for promoting sports.
Integral culture	Establishing and maintaining the links between political, health, cultural, community development, education and sport systems and structures	Integration of music, nutrition and other forms of culture.	Kreeda Vikas Kendras	

Element	Issues/Needs	Strategies/Approaches	Supporting Structures, Tools	Comments
Building State Sports Movement	Installing Physical Education and Sports culture for state development Integrating health, community development and sports systems.	Physical education and Sport on the core curriculum of all schools Identifying/shaping of high performing athletes. Importation of raw material and creation of a sport manufacturing industry People participation of sport development.	Sport medicine system Sport tourism systems Community sport centres Sports volunteer councils	Sport for all.
The right to Sport	Channelling energy of youth into sports. Establishing the links between education and sports systems	Sports activities for all programmes in institutions. Special training programmes, instructors and methodologies for each level of participation including differently abled Yoga and chess for general population. Built-in Rewards, incentives for national athletes & state athletes	State fitness plan Medical support (e.g., Sport doctors) Nutrition and sport medicines Primary and secondary school competitions	Sport is mandatory, but students have a choice in the type selected. The development of an elite athlete takes approx 8 years. Physical Education exercises through sport ,gymnastics, sports tourism

Element	Issues/Needs	Strategies/Approaches	Supporting Structures, Tools	Comments
Human Resource Development	Establishing and maintaining the links between education and sports systems.	Training, continuous assessment and upgrading of sports at various levels	Specialist institutions like High Performance Centre. Sport medicine Institute	Coaches and PET/PDs are re-trained regularly monitored for performance
Right to health from conception to death	Developing healthy citizens, schools communities for State development. Establishing and maintaining the links between education and sports systems	Declaration of Physical Education and Sport as a right regardless of age, race or social status.	Kreeda Vikas Kendras, District Stadia, Village play-fields Institute of Sport Medicine	Kreeda Vikas Kendras are filled with PET/PD.
Inter sectoral approaches	Coordinating the integration of services of Departments that traditionally function independently(including Sports, Education)	Monthly meetings with each institution to monitor progress and refine tasks to be performed.	Coordinating agreements with Departments Annual budgets allocated to subject Department	Coordinating agreements are which that define actions and tasks to each institution.

Annexure 2
Sports facilities for various population

Geo-graphical Area	Demo-graphic	Stage of learning	Right to Play	Right to Perform
Assembly Constitu-encies and District Level	Children	Physical Literacy and Grass root coaching	In proposed Kreeda Vikas Kendras (KVKs) Private sports schools	• Monthly tournaments at school level Competitive events as per calendar of Sports Associations
		Intermediate level coaching	• District Sports facilities • District. Sports Schools • Regional Sports academies	• Quarterly Sports meets at each District sports facility • Tournaments at school level • Competitive events as per calendar of Sports Associations • State/National level tournaments
	Adults	Recreational coaching	In proposed Kreeda Vikas Kendras (KVKs)	• Quarterly Sports meets (amateur) at each KVK • Self-formed groups and teams
		Intermediate level coaching	• District Sports facilities • Regional Sports academies	• Quarterly Sports meets at each District sports facility • Competitive events as per calendar of Sports Associations • State/National level tournaments
	Senior Citizens	Recreational coaching	In proposed Kreeda Vikas Kendras (KVKs) with designated area	• Quarterly Sports meets (amateur) at each KVK • Self-formed groups and teams
State level	Elite athletes	Elite coaching	• Regional Sports Academies • High Performance Centres	• National/International events as per approved calendars of National Sports Federations.
Village	All citizens	Recreational playing	• Village govt schools ,Village Panchayat grounds	• Village level leagues/events every quarter

Annexure 3

Sports Schools

- Few sports school in each district of the State will be encouraged in private sector.
- every year sports training will be upgraded and the school will have classes from 4^{th} to 12^{th} standard.
- The selection will be conducted as per the norms fixed by Sports Authority of Andhra Pradesh from time to time.
- The selections will be ideally conducted at mandal, district and state level. Those qualifying in the battery tests at state level will be recommended for admission into the school.
- The Students are provided free accomodation, boarding, sports kit, sports equipment, competition exposure and support of Sports Nutritionist, medical assistance etc.,
- Services of qualified coaches, teachers, doctors, physiotherapists, nutritionist will be provided to the school.
- The student will be covered under the ''Arogya Raksha'' scheme. Latest technology and tools will be provided for enhancing the performance of athletes of the school.
- Student database will be created to monitor the performance of the students continously.
- The Sports Authority of Andhra Pradesh will monitor the day to day activities by means of Information Technology.
- The governing body of the A.P sports school will constitute the selection committee as per the requirement at district level and state level from time to time.Periodic evaluation of performance of students,coaches and teachers will be reviewed by the SAAP and governing body.
- Students admitted for Sports training will be provided required assistance for loss of acadmic sessions in the form of individual coaching.
- Students admitted for sports training if found to be 'non-responsive' to rigorous of training can be discharged.
- One more sports school shall be established at Sir Vizzy Stadium, Vizianagaram, North coastal district of the State under Sports Authority of Andhra Pradesh.

Annexure 4

Reservation for sports persons

Employment:

- To endeavour to provide reservation to meritorious sports persons of 5% in all posts of state government, educational institutions, local bodies, corporations, boards, grandhalaya, market committee which are funded or aided by State Government where direct recruitment is one of the methods of appointment.

- The rules & regulations for evolving a reservation policy will be recommended by an Apex body headed by the Special Chief Secretary-Chairman, with all Secretaries of Government Departments as members and VC & MD, SAAP as the Member-convener.

Academics:

- To endeavour to provide 6% reservation to meritorious sports persons for admission into all government & private junior colleges,degree colleges, engineering colleges, medical colleges, management colleges and universities in the state.

- The rules & regulations for extention of the reservation will be recommended by an Apex body headed by the Special Chief Secretary-Chairman, with all Secretaries of Government departments as members and VC & MD, SAAP as the Member convener.

Annexure 5

Services of Village Sports Volunteer

- Initially Village Sports Volunteer(VSV) will be engaged for each gram panchayat and at KVK on a contract basis, initially for a period of 2 years.
- Every year another 500 VSV will be engaged.
- VSV's responsibilites are to encourage all children, adults and women to participate in sports, suitable and preferred by the individual.
- VSVs will coordinate between MSA and villagers, school(both Government & Private) management for participation.
- Monthly progress report will be submitted on participation of all groups of people in sports to MSA by each volunteer.
- The individual shall work at KVKs, Mandal Sports Authority(MSA) , DSA as per the requirement.
- Atleast 50% of the Sports volunteers shall be women.
- While selecting the VSV the DSA will give importance to the volunteers available in the village throughout the year, having sports background, education and demonstrated interest in service activities.
- Age should be below 25 years for engaging volunteers.
- Minimum education qualification should be Intermediate.
- Senior sports players, active sports person are preferrable.
- Suitable honorarium will be arranged by MSA.
- Monthly report on sports activities, participation of village population and other events related to sports should be submitted to the concerned DSA.
- The Mandal Sports Authority concerned will certify the attendance and report submitted by the Village Sport Volunteer.
- The reports will be updated to the Sports Authority of Andhra Pradesh website for review.
- VSV and unemployed NIS certificate course holders will be considered in a phased manner as coaching staff at play fields where infrastructure is available.

Annexure 6

District Stadia

- The facilities for training in various popular sports/games will be created and existing facilities will be modernised to suit the present requirement.

- The funds required will be arranged through PPP mode.

- DSAs will generate revenue through **Pay & Play** in these centres from various outdoor & indoor commercial sports activities and also on the DSA swimming pools for meeting maintenance requirements.

- The open space shall be let out for conduct of commercial events and for cultural events and advertisements etc., without disturbing physical training.

- All the revenue generated shall be paid online through Mee Seva services into DSA account.

- Coaching activity of Yoga and Chess will be mandatory in all DSA stadia.

- Official sports competitions by State government, Government of India and Sports Auhtority of Andhra Pradesh recognised sports association events will be allowed in the district stadiums without fee.

- The fee structure for commercial sports/league activity shall be decided by DSA. Every year a moderate revision can be made by DSA following an objective criteria with sound reasoning.

- Revenues from DSA will not be diverted for items outside DSA premises.

- PPP model shall be implemented for modernization and maintaining the district stadia.

Annexure 7

Sports Academies

- 6 Sports academies (3 for boys & 3 for girls) will be established in the state to train 600 athletes (300-boys &300- girls) in the first phase.
- 4 Water sports academies will be established in the state to train 400 athletes (200-boys & 200 girls).
- The academies will admit boys and girls in the age group of 12 to 18 years.
- The academies will be established from the state budget.
- The academies will be located at ideal and suitable places where there are adequate infrastructure and facilities for training, accomadation and availability of schools and colleges etc., More academies shall be considered as and when required.
- The trainees will be provided Free accomadation, Boarding, sports kit, sports equipment, competition exposure and support of Sports Nutritionist.
- Services of qualified coaches, doctors, physioterapists, nutrionist will be provided to the Academies.
- The trainees and coaches will be covered under the ''Arogya Raksha'' scheme .
- Latest technology and tools will be provided for enhancing the performance of trainees of the Academies.
- Trainees database will be created to monitor the performance of the students continously.
- The Sports Authority of Andhra Pradesh will monitor the day to day activities by means of Information Technology.
- Periodic evaluation of performance of trainees,coaches will be reviewed by the SAAP and governing body.
- The selection will be conducted as per the norms fixed by Sports Authority of Andhra Pradesh from time to time.
- The selection committee will be constituted from district level to state level as per the requirement by the Sports Authority of Andhra Pradesh from time to time.
- Service contracts will be explored in maintaining the academies.

- **State level selection committee**:

1	Vice Chairman and Managing Director, SAAP	Chairman
2	Secretary A.P olympic association or their representative	Member
3	Two Eminent sports persons of the concerned discipline	Member
4	President or Secretary of concerned sports/games state associations	Member
5	District sports development officer	Member
6	Concerned discipline Senior coach	Member
7	Assistant Director (Technical), SAAP	Member convener

Annexure 8

Sports Goods Manufacturing

- The Government of Andhra Pradesh will provide necessary suuport for manufacturing of sports goods like apparels,equipment and accessories etc., in the state.
- The SAAP will coordinate with related departments to ensure establishment of Small and Medium Entreprises.
- The Government will provide incentives, providing tax break, and land etc.,
- Workshops and seminars will be conducted to empower the interested youth in the State.
- Necessary skill development programmes will be conducted through concerned state government departments.
- SAAP will guarantee to purchase 20% of the sports goods manufactured as per the requirement.
- Sports persons will be given high priority for establishment of manufacturing units.
- To develop a unique sporting gears for the players of Andhra Pradesh.
- 50 % of the units will be women empowered.

Annexure 9

Sports Incentives

1. Sports Persons Welfare Fund:

Utilisatiion of funds accumulated for Sports Persons Welfare Fund will be decided by a Committee stated below:

Hon'ble Finance Minister, Govt of A.P	Chairman
Hon'ble Sports Minister, Govt of A.P	Member
Hon'ble Education Minister, Govt of A.P	Member
Hon'ble Rural development & Panchayat Raj Minister, Govt of A.P	Member
Special Chief Secretary (Sports) Govt of A.P	Member convener

The funds collected and accumalated in various departments as sports cess shall be initially transferred to this fund. Further the fund will be augumented by budgetary grants and cess on pollution, mines, alchohol, tobacco etc., Separate instructions in this regard will be persued duly consulting all departments.

2. Athletes Incentives:

Athletes need to be supported at all levels – Elite, Senior, Junior, Sub-Junior and grass root. SAAP intends to extend timely monetary support to the athletes. The detailed selection criteria and other modalities will be released by SAAP on a timely basis. There will be cash prizes for top 3 finishers at National/International levels. Also consistency will be adequately awarded. As per international competition in the sport, players will be rewarded on a monthly basis as per ranking maintained for the duration. At grass root level, thousands of grass root talent will be supported by providing sports kit and nutrition support on a monthly basis. All top athletes will be supported to do their trainings if necessary across the globe.

Monthly Scholarships will be provided to the performing and promising Sub-Junior, Junior and Senior Athletes.

Senior Athletes @ Rs.5000/- per month

Junior Athletes @ Rs.3000/- per month

Sub-Junior Athletes @ Rs.2000/- per month

The number of scholarship preferences will be as per categorisation of disciplines. Total scholarships will be limited to 5,000. The selection of the athletes for scholarships will be at three levels of screening DSA at district level, State level - SAAP and at Highest Level Apex Body for Sports headed by The Special Chief Secretary-Chairman, Other members - Secretary Finance, Secretary HRD , Secretary School Education, Secretary Higher education, Secretary Technical Division, Secretary Rural Development and Panchyat Raj and VC & MD, SAAP as the Member convener. Detailed instructions will be separately issued.

In the First year and every year 30% increase in number of scholarships shall be allowed during the sports policy period.

- Maximum support for 3 years in a category ie., sub-junior, juior and senior.

- Yearly Review will be conducted on the performance of athlete who are getting schlorship. Non performers will be discontinued. Screening will be organised under the Aegis of SAAP.

A Pension of Rs.10,000/- and a family pension of Rs.5,000/- shall be provided for life of Arjuna awardees, Olympic Finalists, Common Wealth games Medallists, World Champions medalists and Asian medalists.

Detailed instructions will be issued in this regard consulting all concerned departments.

One Time financial assistance will be as below:

(on par with Govt. of India)

S. No	Name of Event	Amount of Award Money (In Rupees)		
		Gold Medal	Silver Medal	Bronze Medal
1	Olympic Games (summer &Winter)	75 lakh	50 lakh	30 lakh
2	Asian GAMES	30 lakh	20 lakh	10 lakh
3	Common wealth	30 lakh	20 lakh	10 lakh
4	World Championships (annually) or world Cup (conducted in Four Year Cycle) / All England Championship of /Badminton (annual)	40 lakh	25 lakh	15 lakh
5	World Championships /World Cup (Held once in two years)	20 lakh	14 lakh	8 lakh
6	World Championships /World Cup(Held annually)	10 lakh	7 lakh	4 lakh
7	Asian Championships (Held once in 4 years)	15 lakh	10 lakh	5 lakh
8	Asian Championships (Held once in 2 years)	15 lakh	10 lakh	5 lakh
9	Asian Championships (Held annually)	3.75 lakh	2.5 lakh	1.25 lakh
10	Commonwealth Championships (Held once in 4 years)	15 lakh	10 lakh	5 lakh
11	Commonwealth Championships (Held once in 2 years)	7.5 lakh	5 lakh	2.5 lakh
12	Commonwealth Championships (Held once in 1 years)	3.75 lakh	2.5 lakh	1.25 lakh
13	World University Games	3.75 lakh	2.5 lakh	1.25 lakh
14	National Games	3.00 lakh	2.00 lakh	1.00 lakh
15	Senior, Junior & Sub Junior Nationals	1.00 lakh	0.50 lakh	0.25 lakh

(b) **Category: - Para – Sports:**

S.No	Name of Event	Amount of Award Money(In Rupees)		
		Gold Medal	Silver Medal	Bronze Medal
1	Paralympic Games (Summer & winter)	75 lakh	50 lakh	30 lakh
2	Para Asian Games	30 lakh	20 lakh	10 lakh
3	Common Wealth Games (Para Athletic)	30 lakh	20 lakh	10 lakh
4	IPC world Cup/ Championships (Held biennially)	20 lakh	14 lakh	8 lakh
5	IPC world Cup/ Championships (Held annually)	10 lakh	7 lakh	4 lakh

(c**) Category:-Blind -sports**

S.No	Name of Event	Amount of Award Money(In Rupees)		
		Gold Medal	Silver Medal	Bronze Medal
1	IBSA World Championship	10 lakh	7 lakh	4 lakh

(d) **Category:-Deaf – sports**

S.No	Name of Event	Amount of Award Money(In Rupees)		
		Gold Medal	Silver Medal	Bronze Medal
1	Deaflympics	15 lakh	10 lakh	5 lakh

(e) **Category: - Special Olympics-Sports**

S.No	Name of Event	Amount of Award Money(In Rupees)		
		Gold Medal	Silver Medal	Bronze Medal
1	Special Olympics(Summer/winter)	5 lakh	3 lakh	1 lakh

- The above incentives are as per Government of India.

Selected athletes at sub-junior, junior and senior level will be covered under 'Arogya Raksha - Medical Insurance scheme'. The number of athletes covered under this scheme will be a maximum of 20,000. The premium will be paid by Sports Authority of Andhra Pradesh from the budgetary grants. the athletes will be selected as per the schlorship policy.

Chess : In Chess apart from awarding medals or positions in Championships certain titiles are also awarded for creditable performances in standard events, which is something unique in Chess. Therefore, special awards will be available not only for winning the International championships, but also for winning the title given by FIDE (International Chess Federation) provided the concerned sports person wins it before the age of twenty years.

	Name of the title	**Amount**
1)	Grand Master (GM)	Rs.8.00 lakh
2)	International Master (IM)	Rs.3.00 lakh
3)	FIDE Master (FM)	Rs.1.00 lakh

Annexure 10

Sports Associations

a) Sports Disciplines eligible for Financial Assistance and reservation in academic institutions and employment in Government Departments, Local Bodies and PSU's etc.,

High Priority Category A	Priority Category B	Others Category C
1. Athletics	1.Carrom	1.Baseball
2. Archery	2.Cycling	2.Body building
3.Badminton	3. Golf	3.Cycle polo
4.Boxing	4.Handball	4.Netball
5.Basketball	5. Fencing	5.Power lifting
6. Football	6.Kayaking & Canoeing	6.Bridge
7. Gymnastics	7.Equestrian	7.Billiards & snookers
8. Hockey	8.Rowing	8.Rugby
9. Judo	9.Yoga	9. Atya patya
10. Kabaddi	10. Sepeakthakraw	10. Modern pantholean
11. Kho-Kho	11.Wushu	11. Triathlon
12. Taekwondo	12.Yatching	12.Winter games
13. Swimming	13.Shooting	13. Korfball
14. Weight lifting	14.Soft ball	14. Throw-ball
15. Wrestling	15.Tennikoit	15.All the remaining sports allowed in Olympics, World championships and Asiad
16. Volleyball & Beach volleyball	16. Roller skating	
17. Ball badminton	17. Squash	
18. Chess	18.Tug-of-war	.
19. Tennis	19. Paralympics	
20.Table Tennis	20. Blind games	
	21. Deaf sports	

b) Financial assistance towards TA & DA, Kits for State level participation in the National level / South Zone tournaments

TA	DA	Kit Allowance
Actual on production of Sleeper class train tickets or Non A.C Bus tickets (at Concessional rates from) to venue of the Tournament and back	Rs.300/- per day per head on submission of Non arrangement of food by Organiser (((Tournament days and One Day before and Journey period)	Rs.5000/- for Senior. Rs.3000/- for Junior & Sub-Junior

c) Sanction of amounts for conduction of Residential coaching camps to the state teams

TA	DA	Medical allowance	Accommodation	Sports Equipment/ Ground preparations
Actual on production of Sleeper class train tickets or Non A.C Bus tickets from Native place to venue of the Coaching camps and back	Rs.250/- per day per head for Coaching period one day before.	Rs.500/- per head For the total camp period.	Free accommodation will be provided at DSA's/ Academies. Bedding charges of Rs.75/- per head per day shall be provided.	Rs.25,000/-
The Coaching camps period should be minimum 14 days and maximum period 21 days only.				

d) **Granting Financial Assistance to conduct tournaments as per the terms and conditions.**

S.No	Level	Category A	Category B	Category C
1	International	Maximum-Rs.1.00 crore to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.50.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.30.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement
2	National	Maximum-Rs.18.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.15.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.10.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement
3	South Zone/Inter Zone/Federation Zone	Maximum-Rs.12.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.10.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.8.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement
4	Inter District	Maximum-Rs.10.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.6.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement	Maximum-Rs.4.00 lakhs to recognised state association- 50 % immediately and 50% after receiving the audited statement

Annexure 11

Long-term Athlete Development (LTAD)

Long-term Athlete Development (LTAD) is a seven-stage training, competition, and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. LTAD is athlete centered, coach-driven, administration with application of sport science and can be sponsor supported. Sequential stages in the LTAD pathway provide developmentally appropriate programs for all ages to increase participation and optimize performance. Key to LTAD is a holistic approach that considers mental, cognitive and emotional development in addition to physical development, so that each athlete blossoms into a complete personality.

Stage 1: Active Start (0-6 years)
Stage 2: Fundamentals (girls 6-8, boys 6-9)
Stage 3: Learn to Train (girls 8-11, boys 9-12)
Stage 4: Train to Train (girls 11-15, boys 12-16)
Stage 5: Train to Compete (girls 15-21, boys 16-23)
Stage 6: Train to Win (girls 18+, boys 19+)
Stage 7: Active for Life (any age participant)

Stages 1, 2 and 3 develop physical literacy before puberty so children have the basic skills to be active for life. Physical literacy also provides the foundation for those who choose to pursue elite training in one sport or activity after age 12.

Stages 4, 5 and 6 provide elite training for those who want to specialize in one sport and compete at the highest level, maximizing the physical, mental and emotional development of each athlete.

Stage 7 is about staying Active for Life through lifelong participation in competitive or recreational sport or physical activity.

Target of 5000 members will be coached in SAAP supported schools.

They will get assistance under various schemes.

- **Sports Nurseries (especially in Aquatics and Gymnastics)**
- **Day border centre**
- **Regional Academies**
- **Water Sports Academies**
- **High Performance Centres**

Annexure 12
Information Technology

- The Government of Andhra Pradesh will adopt all the latest Information Technology tools in sports for training, assessment, evaluation , measuring , monitoring, broadcasting etc.,

- Creating a central portal for Sports Authorty of Andhra Pradesh and establish connection with all related departments in sports.

- Maintaining of athlete database for continous monitoring to evaluate their performance.

- Creation of revenue by providing online slot booking for hiring and using open areas available in the stadia.

- Monitoring of the infrastructure like stadia, academies, centre of excellence and academy of high performance to ensure optimum use of resources.

- To create a pathway for transparency in sports by means of using I.T as a prominent tool.

- SAAP website will be the central portal and apps will be created for coaches and athletes to improve knowledge in sports.

- A dedicated web portal will be created for each sports association to help them update their acheivements to be made available for wider access and dessimination.

- Using social network platforms for promotion of sports and popularising physical activity in the state of Andhra Pradesh.

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